DEMAND METRIC

SOCIAL MEDIA MONITORING

HOW-TO GUIDE

Social Media Monitoring

HOW-TO GUIDE

There are a million conversations happening on the web right now. How can you filter through these conversations to find those significant to your business? Social Media Monitoring, or Social Listening, is the process of filtering through online messages using relevant keywords to find the posts and conversations that matter to your business and brand.

There is a flood of information online today, and social media monitoring helps identify which tweet, status update, blog post, forum, LinkedIn group, etc. is important. The key is to talk less and listen more. With the right tools, social media monitoring is effective for finding out what is being said about your brand, the competition, and the industry.

This How-To Guide discusses why an organization should consider using Social Media Monitoring, what to listen for, how to listen, and provides an action plan for successful monitoring.

Why?

Social Media Monitoring provides insights into what is being said about you and your products, where these conversations are occurring, the volume of social media discussion, and your position on the social media landscape as an organization. Social media strategies should begin with a monitoring plan.

Monitoring or Listening is done with the goal of improving your online image and keeping your audience engaged. Harnessing the conversations that matter to your business helps you decide where, when, and how to engage your online community. By monitoring social media, companies can better understand the health of their brand, improve customer service, manage a crisis, generate leads, and gather valuable feedback.

Brand Health

- Find out the health of your brand by monitoring what people are saying about it.
- Use any negative criticism to help improve your brand.

Customer Service

- Social media is one of the primary ways consumers “rant” online about poor customer service experiences.
- Monitoring social media allows companies to detect and correct customer service failures, often turning a negative perception into favorable publicity.
- Customers generally respect companies they see responding to complaints online. This results in more loyal customers that serve as brand ambassadors for the company.

Crisis Management

- An increase in negative comments about your brand could signal an imminent crisis.
- In a crisis situation, being an active social listener will help respond quickly to the right people, through the proper channels, and in the right way.
- Listening before, during, and after a crisis will help you manage it, and you may be able to contain it before it gets out of control.

Lead Generation

- Many people will express product preferences, desires, and needs online.
- In addition to learning more about your existing prospects, gathering this type of information can help you identify new prospects.
- Use the information that you have collected to craft a tailored sales pitch that will satisfy your prospects' needs.

Feedback

- Social media is an excellent source of unfiltered feedback on what people love and hate about your product. A monitoring initiative can yield excellent product enhancement or ideas, or alert you to problems requiring a fix.

What to Listen For

It’s critical to start your social media listening efforts with agreement on what to listen for. There are three common topics you will want to monitor: Your Brand, The Competition, and The Industry. Listening involves searching for the key words and phrases in use online to hear what’s being talked about.

It’s about focusing in on the data, conversations, dialogue, and other bits of information that are relevant to your business that results from people talking about you, the broader industry, or your competitors.

Your Brand

Monitor social media discussions to gain insights about your brand (products and services, campaigns, brand name, inquiries etc.) and how it's perceived. Key searches for your brand include:

- Your company name
- The name of the products or services you offer
- Terms and buzzwords around your campaign
- Nicknames or abbreviations

Track the frequency with which words associated with your brand are used to help gauge your brand's perception.

Competition

You should monitor discussions about your competition (share of voice, share of sentiment, complaints, etc.). To monitor your competitions' social media mentions, search using the following keywords:

- Competitor company names
- Competitor brands, products, and services
- Terms associated with competitors' campaigns

Feedback

Collecting feedback provides an indicator about whether people like or dislike your product or service. The following are keyword searches that can provide this feedback:

- "Wish (product or service) had"
- "(Product of service) really needs"
- "Don't buy" or "Wouldn't buy (product or service)"

Industry

Listening to industry discussions (terms, thought-leaders, products and services, reviews, etc.) will provide insights on emerging trends or crises. Keyword search suggestions include:

- Phrases that define the market
- Industry keywords or categories
- Professional organizations to which you belong
- Names of industry leaders

Customers

Monitor social media networks to discover customer sentiment or generate leads. Customers often express needs you can satisfy with a product or service. When this occurs, media becomes a lead generation channel through which you can easily connect with these customers. Here are some ideas for keywords you can use to search for customers in need of a solution you can provide:

- "Best (product or service)"
- "(Your product vs. Competitor product)"
- "New (product or service)"

How to Listen

A variety of social media monitoring tools or listening platforms are available. They offer features to help analyze, measure, and display findings. The feature set and cost varies by vendor. Dashboards are highly customizable, in real time, with collaboration features that enable users to respond in multiple places with just one click.

The following chart outlines some of the solution offerings available, categorized by free vs. paid. Choose one that best suits your organization's needs moving forward with social media monitoring.

Free	Paid
Google Alerts, Trends, Reader	Radian 6
Hootsuite - FREE	Hootsuite - PRO
TweetDeck	Trackur
Topsy, Social Mention	Vocus

Bottom Line

In order to filter through the millions of conversations taking place online and catch what's relevant, a social media monitoring system is a necessity. It is important to monitor your brand, the industry and you competitors in order to see how you are perceived, what improvements you can make and which trends to follow. Despite the volume of online "noise", with the right social media monitoring tools and process, you can easily hear only what matters most.

Action Plan
STEP 1 - Goals

1 **Goals**

2 Monitoring

3 Plan

4 Listen First

5 Influencers

6 Platform

7 Start Social Media Monitoring

The Social Media Strategy Scorecard Guides the Way

- Let your goals influence your choice of monitoring tools and resource allocation for your plan.
- Use our **Social Media Strategy Scorecard** to identify goals and objectives that will guide your social media monitoring efforts.

Social Media Strategy Scorecard

VIEW RESOURCE

Action Plan
STEP 2 - Monitoring

1 Goals

2 Monitoring

3 Plan

4 Listen First

5 Influencers

6 Platform

7 Start Social Media Monitoring

Optimize Results with the SEO Keyword Tool

- Know where and when to monitor. Find out where your target audience hangs out online and make sure you are present there as well.
- Use our **SEO Keyword Tool** to identify which keywords to monitor (Brand, Competitors, and Industry) and constantly review the results those keywords provide so you can optimize your searching efforts.

SEO Keyword Database

VIEW RESOURCE

Action Plan

STEP 3 - Plan

1 Goals

2 Monitoring

3 Plan

4 Listen First

5 Influencers

6 Platform

7 Start Social Media Monitoring

Be Prepared with the Social Media Plan Playbook

- Expect a crisis to which you must respond and develop a social media plan in anticipation of it. Have the right resources in place and know how to activate them in times of crisis.
- Develop scenarios to simulate a crisis to ensure you are able to respond appropriately with the right resources.
- Review our **Social Media Plan Playbook** for other great planning resources.

Social Media Plan Playbook

VIEW RESOURCE

Action Plan

STEP 4 - Listen First

1 Goals

2 Monitoring

3 Plan

4 Listen First

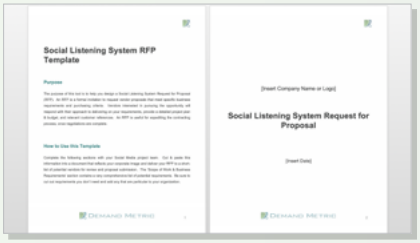
5 Influencers

6 Platform

7 Start Social Media Monitoring

The Social Listening RFP Gives You Direct Understanding

- Have one goal of your listening efforts be to fully understand the culture and protocol of any online community of which you wish to participate.



Social Listening RFP

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Social Listening Vendor Evaluation

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Action Plan

STEP 5 - Influencers

1 Goals

2 Monitoring

3 Plan

4 Listen First

5 Influencer

6 Platform

7 Start Social Media Monitoring

Engage with the Advocates and Influencers

- Identify the influencers and the individuals driving the conversations.
- Find the advocates for your brand and engage them.

Advocacy & Loyalty Technology Overview

VIEW RESOURCE

Action Plan

STEP 6 - Platform

1 Goals

2 Monitoring

3 Plan

4 Listen First

5 Influencers

6 Platform

7 Start Social Media Monitoring

Meet Social Media Goals with the Solution Study

- Choose the platform that is best for you and your organization's goals. Regardless of whether you choose a free application or a paid one, analytics capability is a key consideration in the decision.
- Make sure the platform you select has the features to help you meet your social media monitoring objectives.
- Refer to the chart above to see some of the more popular platform options.

Social Media Solution Study

VIEW RESOURCE

Action Plan

STEP 7 - Start Social Media Monitoring!

1 Goals

2 Monitoring

3 Plan

4 Listen First

5 Influencers

6 Platform

7 Start Social Media Monitoring!

Social Media Goals Set Your Navigation and Drive

- Using your social media monitoring platform, begin your monitoring efforts.
- Let your goals drive your listening process and respond to issues in a timely way.

DEMAND METRIC

Demand Metric helps Marketing teams get stuff done with practical tools, training, and a simple, modern platform for managing work.

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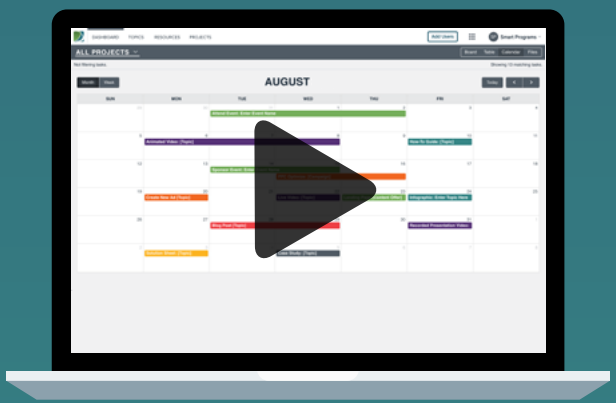

LEARN MORE

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